

Count Me In - Turning DEIB Words into Actions - Gibraltar

DATE: Tuesday, September 9, 2025
LOCATION: Gibraltar, GI

Event Description

Count Me In - Turning DEIB Words into Actions - Gibraltar is a premier conferences event in Gibraltar. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: conferences

Importance Rank: 39/100

Expected Attendance: 272 people

Event ID: CRt5BGCoo5qM2cSg4y

Hotel Demand Indicators

ADR Impact Index: 4.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 109 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
